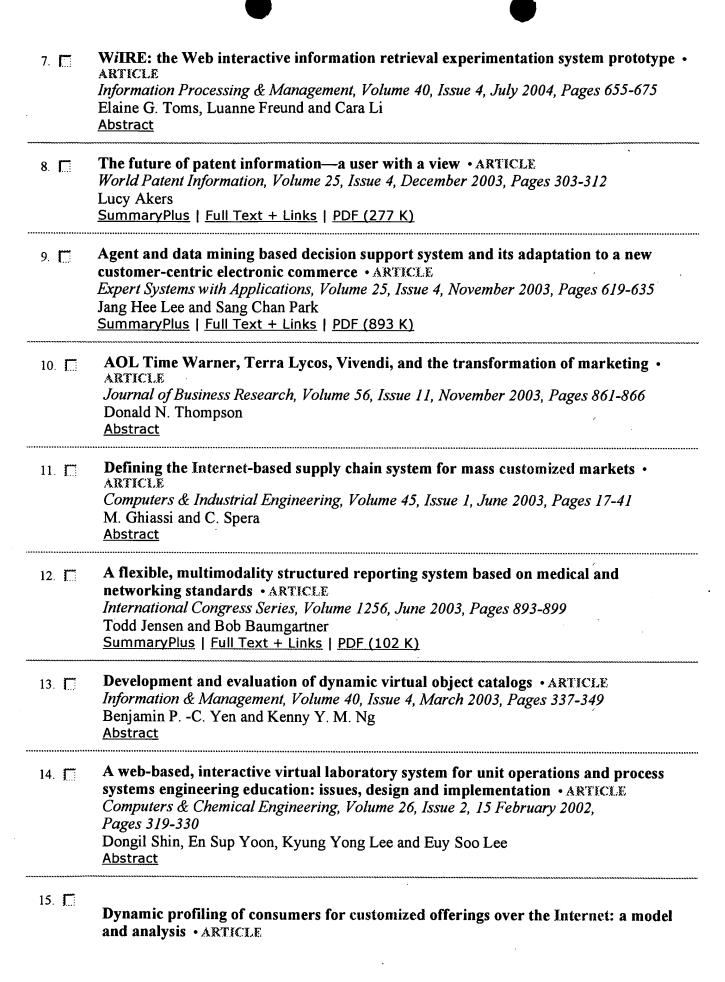
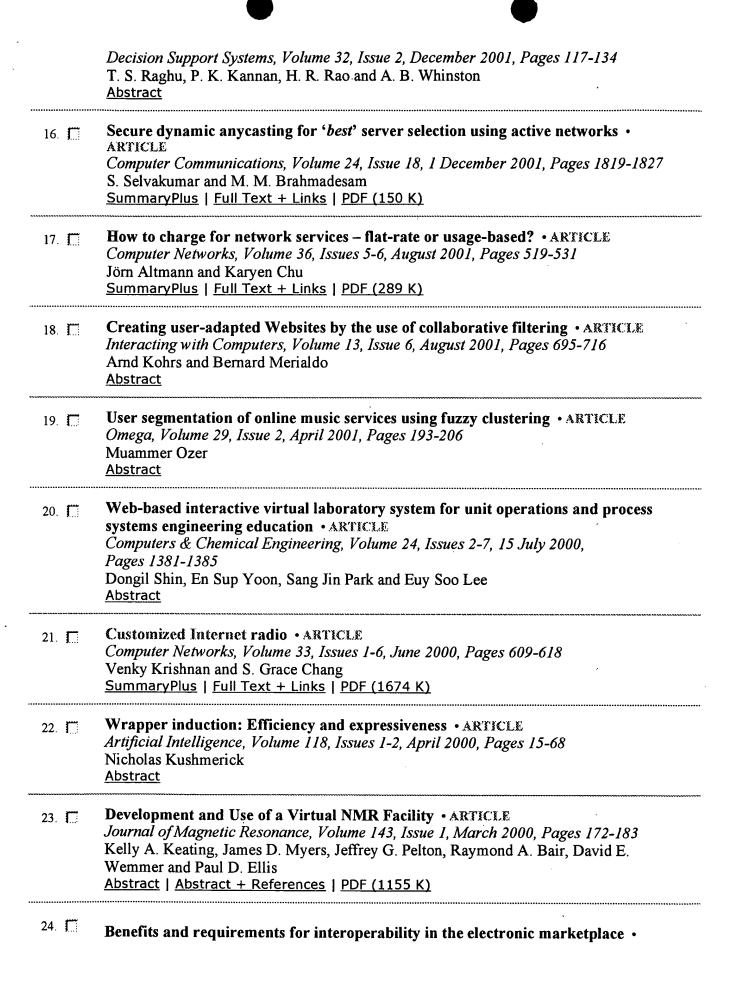
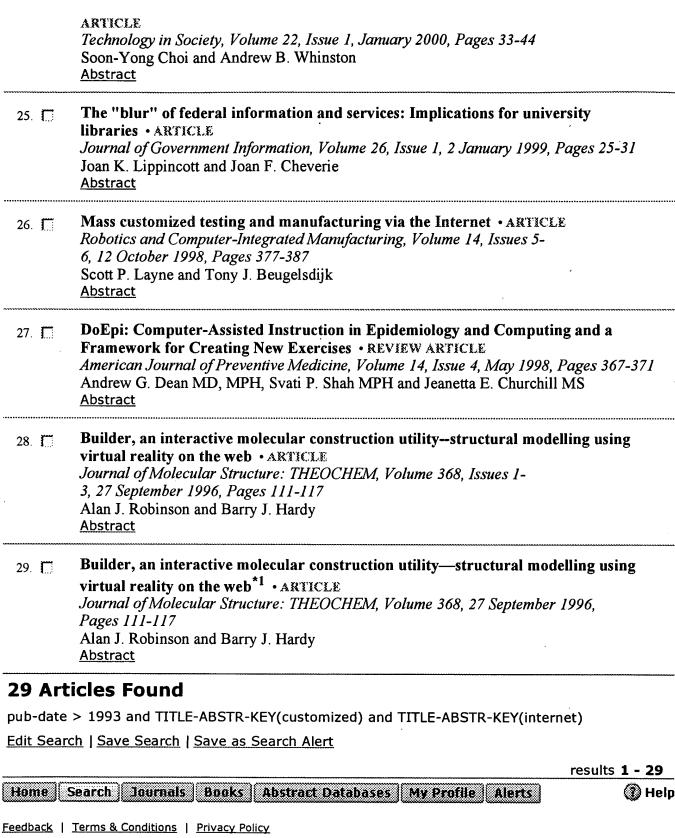
ELSEVER	CIENCE DIRECT Register or Login: user name Password: Go		
Home	Search Journals Books Abstract Databases My Profile Alerts @ Help		
	rch: within All Full-text Sources Go Search Tips results 1 - 29  ticles Found e > 1993 and TITLE-ABSTR-KEY(customized) and TITLE-ABSTR-KEY(internet)		
Edit Sea	rch   Save Search   Save as Search Alert Search With		
₽ (di	splay checked docs e-mail articles export citations View: Citations Sort By: Date		
1.	Conceptual modeling for customized XML schemas • ARTICLE  Data & Knowledge Engineering, In Press, Corrected  Proof, Available online 8 December 2004,  Ramez Elmasri, Qing Li, Jack Fu, Yu-Chi Wu, Babak Hojabri and Swathi Ande  Abstract		
2.	IPsec-based end-to-end VPN deployment over UMTS • ARTICLE  Computer Communications, Volume 27, Issue 17, 1 November 2004, Pages 1693-1708  Christos Xenakis and Lazaros Merakos  SummaryPlus   Full Text + Links   PDF (764 K)		
3.	A framework to support customer-company interaction in mass customization environments • ARTICLE  Computers in Industry, Volume 54, Issue 2, June 2004, Pages 115-135  Juan Diego Frutos and Denis Borenstein  Abstract		
4. 🗔	Evaluation of the quality and contents of diabetes mellitus patient education on Internet • ARTICLE  Patient Education and Counseling, Volume 53, Issue 3, June 2004, Pages 309-313  Prasad A. Thakurdesai, Prashant L. Kole and R. P. Pareek  Abstract		
5.	Lessons learned from providing a free nutrition labelling tool for industry—the Australian experience • SHORT COMMUNICATION  Journal of Food Composition and Analysis, Volume 17, Issues 3-4, June-August 2004, Pages 565-574  Judy Cunningham, Luisa Trevisan and Gregory Milligan  Abstract		
6.	Content pricing in the Internet • ARTICLE  Computer Communications, Volume 27, Issue 6, April 2004, Pages 522-528  Burkhard Stiller, Kevin Almeroth, Jörn Altmann, Lee McKnight and Maximilian Ott  SummaryPlus   Full Text + Links   PDF (116 K)		







Copyright © 2004 Elsevier B.V. All rights reserved. ScienceDirect® is a registered trademark of Elsevier B.V.

SCIENCE DIRECT	Register or Login: user name	Password:	Go
Home Search Journals Books	Abstract Databases My F	rofile Alerts	(7) Help
Quick Search:	within All Full-text Sources	Go () Search Tips	
<u>Decision Support Systems</u> <u>Volume 32, Issue 2</u> , December 2003	l, Pages 117-134		
doi:10.1016/S0167-9236(01)00106-3 Cito Copyright © 2001 Elsevier Science B.V. All rights		This Document  • Abstract	*
Dynamic profiling of concustomized offerings over model and analysis		<ul> <li>Actions</li> <li>Cited By</li> <li>Save as Citation Ale</li> <li>E-mail Article</li> <li>Export Citation</li> </ul>	ert

T. S. Raghu<sup>a</sup>, , P. K. Kannan , H. R. Rao , and A. B. Whinston

Available online 8 October 2001.

## **Abstract**

Delivery of \*customized,\* targeted advertisement messages, and delivery of \*customized\* information products and software products to consumers requires effective gathering and analysis of preference information. In this paper, we propose a model for dynamically profiling consumers' preferences that is based on the theory of questionnaires. The customization procedure is demonstrated for an example scenario of an informational brokerage where real-time financial, marketing, and company information products are offered to consumers. Simulation results show that the information acquisition and search process exhibits a nonlinear behavior in the information gained and the pattern of information gain is similar irrespective of the number of consumers polled.

Author Keywords: Information search; Dynamic profiling; \*Customized\* advertisements; \*Customized\* product offerings; Modeling

Corresponding author; email: Raghu.Santanam@asu.edu

<sup>&</sup>lt;sup>a</sup> School of Accountancy and Information Management, Arizona State University, P.O. Box 873606, Tempe, AZ, 85287 USA

<sup>&</sup>lt;sup>b</sup> University of Maryland, College Park, College Park, MD, USA

<sup>&</sup>lt;sup>c</sup> State University of New York at Buffalo, Buffalo, NY, USA

<sup>&</sup>lt;sup>d</sup> University of Texas at Austin, Austin, TX, USA